

Know the Law

PROJECT STICKER SHOCK



Virginia Alcoholic Beverage Control (ABC)
2901 Hermitage Road
P.O. Box 27491
Richmond, VA 23261
www.abc.virginia.gov



This sticker
shock is not
about buying
a car. . . .

Know the Law

PREVENT UNDERAGE

This sticker shock is not about buying a car. . . .

PROJECT STICKER SHOCK

It's about buying alcohol and warning adults that it is illegal to purchase and provide it to underage persons. Youth participating in Project Sticker Shock visit participating stores and place stop sign stickers that display a warning message about the penalties for providing alcohol to anyone under 21 on beer cases, wine coolers and other alcohol products that might appeal to young drinkers. By participating in this project, youth throughout the state are taking a proactive stand against underage drinking and its related problems.

Project Sticker Shock is a community awareness campaign designed to educate those persons 21 years of age or older who might purchase alcohol and illegally provide it to minors. The project unites youth, convenience store owners, concerned parents and community members, prevention professionals and law enforcement in a partnership striving for a common goal. The impact of the program is increased by media coverage of this collaboration during program events. Signs displayed by participating retailers also help increase Sticker Shock awareness.

Groups participating in Project Sticker Shock usually range in size from five to 20 youth. Adult chaperones and store staff must accompany youth under 21. An ABC special agent or law enforcement officer must be present at all times when they are stickering packages.

Sticker Shock History

The Education Section of the Virginia Department of Alcoholic Beverage Control (ABC) adapted the project in the summer of 2002. The program is modeled after the "Guide for Statewide Sticker Shock Project" developed by the Pennsylvania Liquor Control Board and "A Handbook for youth and community groups for implementation of Project Sticker Shock" developed by the Maine Office of Substance Abuse.

December 2002 was the first pilot test in the selected Virginia communities. Spring 2003 was the official statewide release for all of Virginia's communities to promote and support the Zero Tolerance for Underage Drinking message. The program has grown in participation and popularity ever since.

The Law and Its Consequences

It is illegal for anyone under 21 to consume or possess any alcoholic beverage.

It is illegal for any person 21 or older to purchase or provide alcohol to anyone underage.

Upon conviction, violations of this section result in a Class 1 misdemeanor, punishable with fines up to \$2,500 and/or one year in jail and possible loss of a driver's license for up to one year.

For more information or to participate in Project Sticker Shock, contact Virginia ABC's Education Section at 804-213-4688 or visit www.abc.virginia.gov/education.html.



alcohol to minors.

Project Sticker Shock's Purpose:

To reduce youth's access to alcohol through educating adult providers.

Fines are up to \$2,500